

Message Text

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SUBJ: FEBRUARY SHOW FINAL REPORT

REF: STATE A-9454 OF DECEMBER 30

1. ENERGY '75 - POWER SOURCES EXHIBITION
2. USTC MILAN, FEBRUARY 8-12, 1975
3. EIGHTEEN EXHIBITORS
4. SALES DURING SHOW: \$255,400
5. SALES PROJECTED DURING COMING YEAR:
 - A) NTM - \$8,855,000
 - B)) OTM - \$39,785,000TOTAL: \$40,385,000
6. TWO EXHIBITORS SOUGHT EXREPS
7. ONE EXREP APPOINTED DURING SHOW
8. SIX ADDITIONAL EXREP AGREEMENTS EXPECTED TO BE SIGNED DURING NEXT TWELVE MONTHS AS WELL AS THREE LICENSEE AGREEMENTS AND THREE JOINT VENTURES.
9. N/A
10. TOTAL 1034 REGISTERED VISITORS OF WHOM 35 WERE NON-ITALIAN. IN ADDITION, 584 INTEL VISITORS (OF WHOM REGISTRATION WAS NOT REQUESTED) ATTENDED THE SHOW BRINGING THE TOTAL ATTENDANCE TO 1618.
11. A) FOSTER WHEELER CORP., LIVINGSTON, N.J. OTM. EXPECTED SALES NEXT TWELVE MONTHS: \$5 MILLION. DESIGN AND ENGINEERING OF THERMAL-ELECTRIC POWER PLANTS. WROTE ISABELLA CANOSA, DIRECTOR OF PUBLIC RELATIONS AND PUBLICITY: "THE SHOW WAS

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WELL ORGANIZED AND WELL-PUBLICIZED, FOR FOSTER WHEELER

ITALIANA. THE CONTACTS BETWEEN ENEL AND THE ACADEMIC COMMUNITY WERE VERY HELPFUL, AS WERE THE MEETINGS BETWEEN THE PRESIDENT OF FOSTER WHEELER ITALIANA AND CONGRESSMAN MCCORMACK." CLEARED.

B) PACIFIC TECHNOLOGY, RENTON, WASHINGTON. NTM. SALES DURING EVENT \$4000. PROJECTED NEXT TWELVE MONTHS: \$75,000.

EXPECTS TO SIGN TWO EXREP AGREEMENTS OVER NEXT TWELVE MONTHS HAVING RECEIVED SIX LEADS. EXHIBITED ELECTRICAL POWER DEMAND CENTRAL SYSTEMS. DON HALL, VICE PRESIDENT FOR MARKETING WROTE: "THE ARRANGEMENTS AND MANAGEMENT OF THE EXHIBITION WERE EXCELLENT...I WAS IMPRESSED BY THE PERSONNEL (U.S. AND LOCAL IN BOTH ROME AND MILAN. THE CONTACTS IN ROME WITH ENEL WERE EXACTLY WHAT I WAS SEEKING AND A SYSTEM HAS ALL BUT BEEN SOLD IN ROME AS A RESULT OF ONE APPOINTMENT. THE EXPENSE AND TIME WAS A GOOD INVESTMENT BY OUR COMPANY AND WILL LEAD TO SUBSTANTIAL FUTURE SALES IN ITALY." CLEARED.

C) TELEDYNE ISOTOPES, ENERGY SYSTEMS DIVISION, TIMONIUM, MD. NTM. SALES DURING EVENT: \$20,000. PROJECTED SALES NEXT TWELVE MONTHS: \$800,000. SIGNED ONE SALES REPRESENTATION AGREEMENT DURING SHOW. EXHIBITED TELAN ELECTRICAL GENERATORS AND OXYGEN/HYDROGEN GENERATORS. RICHARD J. MISKUFF, PRODUCT MARKETING MANAGER WROTE: "OUR PRODUCTS WERE RECEIVED WITH INTEREST RESULTING IN MANY NEW POTENTIAL CUSTOMERS. WE WERE OFFERED THE OPPORTUNITY TO MAKE DIRECT CONTACT WITH THESE POTENTIAL CUSTOMERS AND DEMONSTRATE OUR EQUIPMENT...THE SHOW WAS WELL COORDINATED WITH EVERY ASSISTANCE GIVEN." CLEARED.

D) WESTINGHOUSE ELECTRIC COPR., PITTSBURGH, PENN. OTM. EXPECTED INCREMENTAL SALES NEXT TWELVE MONTHS: \$25 MILLION. EXHIBITED NUCLEAR REACTORS, SYSTEM DEMAND CONTROL. GEORGE BISES, MANAGING DIRECTOR, WESTINGHOUSE ITALIA WROTE: "CONFERENCE ON ENERGY SOURCES WAS EXTREMELY WELL ORGANIZED, TIMELY AND VERY WELL ATTENDED. THE INFORMATION EXCHANGED ABOUT U.S. AND WORLD PROBLEMS CREATE A CLIMATE OF INTEREST AND MUTUAL GOOD WILL VERY BENEFICIAL TO OUR BUSINESS PROSPECTS AND GENERAL IMAGE." CLEARED.

12. A COMBINATION OF A MOST TIMELY THEME AND A TRULY TOP-LEVEL SEMINAR ENABLED THE MILAN TRADE CENTER TO TURN ITS FEBRUARY "ENERGY 75" SHOW INTO A TRULY MEMORABLE ONE WITH PREDICTED 12 MONTHS SALES OF OVER \$40 MILLION, AN MTC RECORD. THE SEMINAR, ENTITLED "THE ENERGY PROBLEM AND LATERNATIVE ENERGY SOURCES" AND FEATURING CONGRESSMAN MIKE MCCORMACK OF WASHINGTON, CHAIRMAN OF THE ENERGY SUBCOMMITTEE OF THE U.S. HOUSE OF REPRESENTATIVES, WAS THE UNCLASSIFIED

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MOST SUCCESSFUL IN RECENT MTC HISTORY, FILLING THE RENTED "SALA CERERE" (ON THE ADJACENT FAIRGROUNDS) AS WELL AS OUR OWN CONFERENCE ROOM (EQUIPPED FOR THE OCCASION WITH AUDIO AND CLOSED CIRCUIT TELEVISION). THE MCCORMACK SPEECH, PLUS THE OTHER HIGH-LEVEL SEMINAR SPEAKERS (DR. LEARDINI, VENEL'S DIRECTOR OF RESEARCH AND STUDIES, PHILLIP ROSS, DIRECTOR OF POWER SYSTEMS PLANNING FOR WESTINGHOUSE, AND JULIUS RUBIN, SENIOR ERDA REPRESENTATIVE TO EURATON) DREW A TRULY BLUE-RIBBON AUDIENCE WITH PRACTICALLY ALL OF ENEL'S

DIRECTION TRAVELLING TO MILAN FOR THE OCCASION.
COMING TO MILAN FOR THE SHOW, EMBASSY ROME'S COMMERCIAL COUNSELLOR
AND SCIENCE ATTACHE ARRANGED MEETING AMONG CONGRESSMAN MCCORMACK,
ENEL'S FINANCIAL ASSESSOR AND CERTAIN EXHIBITOR DURING WHICH MAJOR
STEPS WERE TAKEN TOWARD RESOLVING DURING FY75 THE FINANCING OF
SALES OF TWO NUCLEAR REACTORS BY GE AND WESTINGHOUSE.
EVENTUAL U.S. ORIGIN COMPONENTS FOR THE TWO REACTORS WOULD
BE IN THE NEIGHBORHOOD OF \$100 MILLION.
TOTAL ATTENDANCE OF 1618 WAS EXCELLENT, MORE THAN DOUBLE
THE MTC'S PREVIOUS ELECTRICAL ENERGY EXHIBIT (FE. 73), AS
WERE OFF-THE-FLOOR SALES OF \$255,400.
ROME "MINI-MISSION" AND PARTICULARLY RECEPTION ATTENDED BY
AMBASSADOR, HIGHLY SUCCESSFUL PROMOTIONAL TOOL RESULTING
IN BOTH EXHIBITOR SALES AND EXCELLENT CONTACTS AS WELL AS
STIMULATIVE ENEL MANAGEMENT TO VISIT SHOW.
ALMOST ALL EXHIBITOR EXTREMELY PLEASED WITH SHOW RESULTS
WITH ONLY ONE REPORTING THAT THEIR FIRST OBJECTIVE WAS ONLY
PARTIALLY ACHIEVED.FINA

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